

**REMARKS:**

Claims 1-16 are currently pending in the application. Claims 1-16 have been allowed.

This Amendment under 37 C.F.R. § 1.312 is submitted in response to a Notice of Allowance and Examiner's Amendment dated 10 October 2008.

**Amendment under 37 C.F.R. § 1.312**

Applicant respectfully submits that this Amendment under 37 C.F.R. § 1.312 is filed to correct a typographical error in the Examiner's Amendment in the notice of Allowance dated 10 October 2008. Applicant respectfully directs the Examiner's attention to Claim 1 containing the typographical error in strike-through:

1. A method for optimizing prices at which products are sold in an automated marketplace, comprising:
  - generating a matrix of all possible buyers and sellers for a product;
  - for each buyer, providing a buyer's reserve price corresponding to a maximum purchase price for each possible seller;
  - for each seller, providing a seller's reserve price corresponding to a minimum sales price for each possible buyer;
  - calculating a utility value for each pairing of buyers and sellers, wherein the utility value is a linear utility value corresponding to the difference between each buyer's reserve price and each seller's reserve price;
  - selecting a unique pairing of buyers and sellers that maximizes total utility;
  - calculating a buyer optimal allocation of the total utility for all buyers and sellers in a stable manner;
  - calculating a seller optimal allocation of the total utility for all buyers and sellers in a stable manner; and
  - for each pair in the unique pairing, selecting a transaction price that allocates the utility between that seller and that buyer (see Col.4, lines 10-27)

Applicant respectfully submits that because, as noted above, Claim 1 in the Examiner's Amendment in the notice of Allowance dated 10 October 2008 appears to contain a typographical error, i.e., "(see Col.4, lines 10-27)", Applicants respectfully request Claim 1 to read as follows:

1. A method for optimizing prices at which products are sold in an automated marketplace, comprising:  
generating a matrix of all possible buyers and sellers for a product;  
for each buyer, providing a buyer's reserve price corresponding to a maximum purchase price for each possible seller;  
for each seller, providing a seller's reserve price corresponding to a minimum sales price for each possible buyer;  
calculating a utility value for each pairing of buyers and sellers, wherein the utility value is a linear utility value corresponding to the difference between each buyer's reserve price and each seller's reserve price;  
selecting a unique pairing of buyers and sellers that maximizes total utility;  
calculating a buyer optimal allocation of the total utility for all buyers and sellers in a stable manner;  
calculating a seller optimal allocation of the total utility for all buyers and sellers in a stable manner; and  
for each pair in the unique pairing, selecting a transaction price that allocates the utility between that seller and that buyer.

Therefore, Applicant respectfully requests the Examiner to ensure that the typographical error associated with Claim 1 is remedied, prior to issuing the subject application. No new matter has been added.

The Examiner may call the undersigned, Steven J. Laureanti, at (480) 830-2700 if there are any questions regarding the Amendments to the claims or if the Examiner believes that it would be easier to discuss the Amendment under 37 C.F.R. § 1.312, over the telephone.

**CONCLUSION:**

Part B of the Issue Fee Transmittal Form is being filed electronically herewith to facilitate the processing of this deposit account authorization. **The Commissioner is hereby authorized to charge the amount of \$1840.00 for the \$1,510.00 Issue Fee, the \$300.00 Publication Fee, and the \$30.00 fee for ten additional copies of the patent to Deposit Account No. 500777.** No other fees are deemed to be necessary; however, the undersigned hereby authorizes the Commissioner to charge any necessary fees, or credit any overpayments, to **Deposit Account No. 500777.**

**Please link this application to Customer No. 53184 so that its status may be checked via the PAIR System.**

Respectfully submitted,

5 January 2009

Date

/Steven J. Laureanti/signed

Steven J. Laureanti, Registration No. 50,274

BOOTH UDALL, PLC  
1155 W. Rio Salado Pkwy., Ste. 101  
Tempe AZ, 85281  
214.636.0799 (mobile)  
480.830.2700 (office)  
480.830.2717 (fax)  
steven@boothudall.com

**CUSTOMER NO. 53184**